

# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

December 29, 1997

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

FEBRUARY: DORAL B1G1F PROMOTION #800018

Dear Paul:

We have placed orders for *Doral B1G1F* pre-sleeved product as listed to pack and ship this promotion to your participating retail accounts. **720** SKUs of Displays (item #536645) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	Product / State	#/Cases Per Style				\$ Amount
		LIGHT	LT 100	LT MN 100	FF 100	
	UPC Code	12300-24960	12300-24961	12300-24963	12300-24962	
ER2786-01	B1G1F / CT	1	1	1	1	274.70
ER2787-01	B1G1F / MA	1	1	1	1	118.70
ER2788-01	B1G1F / NY	20	20	20	20	4,774.38
ER2789-01	B1G1F / PA	1	1	1	1	388.70
ER2790-01	B1G1F / NH	1	1	1	1	94.70
	TOTALS	24	24	24	24	\$5,651.18

Product Arrival:

January 26, 1998

Shipper Displays Arrival (Consolidated):

January 29, 1998

Ship Date to Retail:

Week of February 16, 1998

DISPLAY DETAIL (#536645)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

SKU CUBE:

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

51852 9195

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER  
LIST*.

**DISPLAY LOAD:**

\* 4 CARTONS: ONE CARTON EACH STYLE: DORAL LT / LT 100 / LT MEN 100 / FF 100  
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail  
on a timely basis. This equates to \$470.40 (33.6 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the  
marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams  
cc: R. Moore / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

**ROUs:** 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.